WHAT IS CLAIMED IS:

A computer program for marketing an artist, the computer program comprising a main navigational window having a plurality of buttons for opening additional windows, the plurality of buttons including an artists button and an avenues button, wherein the artists button opens an artists window having data fields for information relating to particular artists and the avenues button opens an avenues window having data fields for information relating to different avenues of marketing.

2. The computer program according to claim 1, wherein the avenues window provides access to data fields relating to radio, retail, media, and venues.

3. The computer program according to claim 1, wherein the avenues window includes a radio button for opening a radio window having data fields for information relating to a radio station, a retail button for opening a retail window having data fields for information relating to a retail outlet, a media button for opening a media window having data fields for information relating to media, and a venue button for opening a venue window having data fields for information relating to a venue.

4. The computer program according to claim 1, wherein the artists window provides access to data fields relating to a particular artist, members associated with the particular artist, and products associated with a particular artist.

5. The computer program according to claim 4, wherein the artists window provides access to data fields relating to tour dates associated with the particular artist, and an itinerary associated with the particular artist.

6. The computer program according to claim 5, wherein the artists window provides access to data fields relating to biographical information associated with the particular artist, and association affiliations associated with the particular artist.

7. The computer program according to claim 5, wherein the artists window provides access to data fields relating to notes associated with the particular artist.

8. The computer program according to claim 1, wherein the artists window includes an artists tab for opening a window layer having data fields for information relating to a particular artist, a members tab for opening a window layer having data fields for information relating to members associated with the particular artist, and a products tab for opening a window layer having data fields for information relating to products associated with a particular artist.

9. The computer program according to claim 8, wherein the artists window includes a tour dates tab for opening a window layer having data fields for information relating to tour dates associated with the particular artist, and an itinerary tab for opening a window layer having data fields for information relating to an itinerary associated with the particular artist.

10. The computer program according to claim 9, wherein the artists window includes a biography tab for opening a window layer having data fields for information relating to a biography associated with the particular artist, and an affiliations for opening a window layer having data fields for information relating to association affiliations associated with the particular artist.

11. The computer program according to claim 9, wherein the artists window includes a notes tab for opening a window layer having data fields for information relating to notes associated with the particular artist.

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2	12.	The computer program according to claim 1, wherein data fields are provided
3	to store submissions of an artist by name and format.	
4		
5	13.	The computer program according to claim 12, wherein the format is one of a
6	plurality of predetermined formats.	
7		
8	14.	The computer program according to claim 12, wherein stored data can be
9	moved between active and archived status and data in archived status can be retrieved by	
10	format.	
11		·
12	15.	The computer program according to claim 1, wherein stored data can be
13	moved between active and archived status and data in archived status can be retrieved by	
14	format.	
15		
16	16.	The computer program according to claim 1, wherein the plurality of buttons
17	includes an events button and the events button opens an events window having data fields	
18	for information relating to particular events.	
19	•	
20	17.	The computer program according to claim 16, wherein the events window
21	includes data fields for an invent type for each particular event and the event type is one of a	
22	plurality of predetermined event types.	
23		
24	18.	The computer program according to claim 16, wherein the events window
25	categorizes event data according to avenues of marketing including radio, retail, media, and	
26	venue.	
27		
28	19.	The computer program according to claim 1, wherein the plurality of buttons
29	includes a search button and the search button opens a search window having data fields for	

l	information relating to parameters of a search of stored data and the data fields of the search		
2	window are adjusted according to a selected avenue of marketing including radio, retail,		
3	media, and venue.		
4			
5	20. A computer program for marketing an artist, the computer program		
5	comprising a main navigational window having a plurality of buttons for opening additional		
7	windows, the plurality of buttons including an avenues button, wherein the avenues button		
3	opens an avenues window providing access to data fields for information relating to		
•	different avenues of marketing including radio, retail, media, and venues.		

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